



MOUNTAIN TIME

2018/19 CREATIVE

LIFE
UTAH
ELEVATED

DIGITAL BANNERS

PROGRAMMATIC



HTML5 RESPONSIVE



SNOWBOARD



ENDEMIC



FAMILY



GROOMER



PRE-ROLL

HERO :30



FAMILY :15



BOOMER :15



MILLENNIAL :15



SKI CITY :15

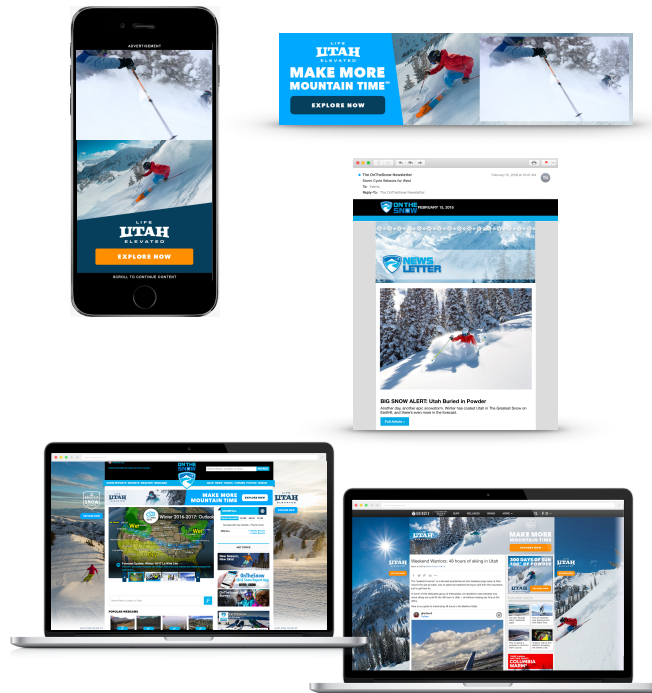


PARTNERSHIPS

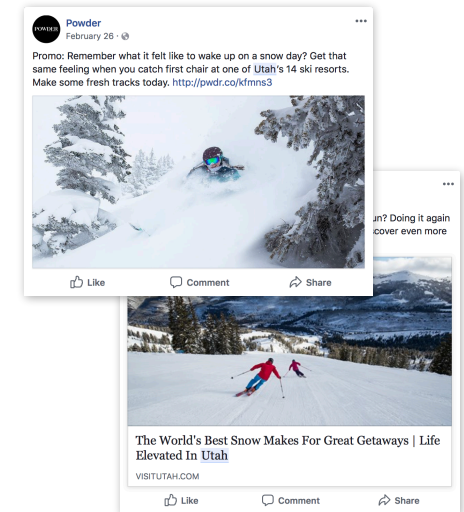
SITO MOBILE



CUSTOM EXECUTIONS & SPONSORSHIPS



SOCIAL



STRUCK

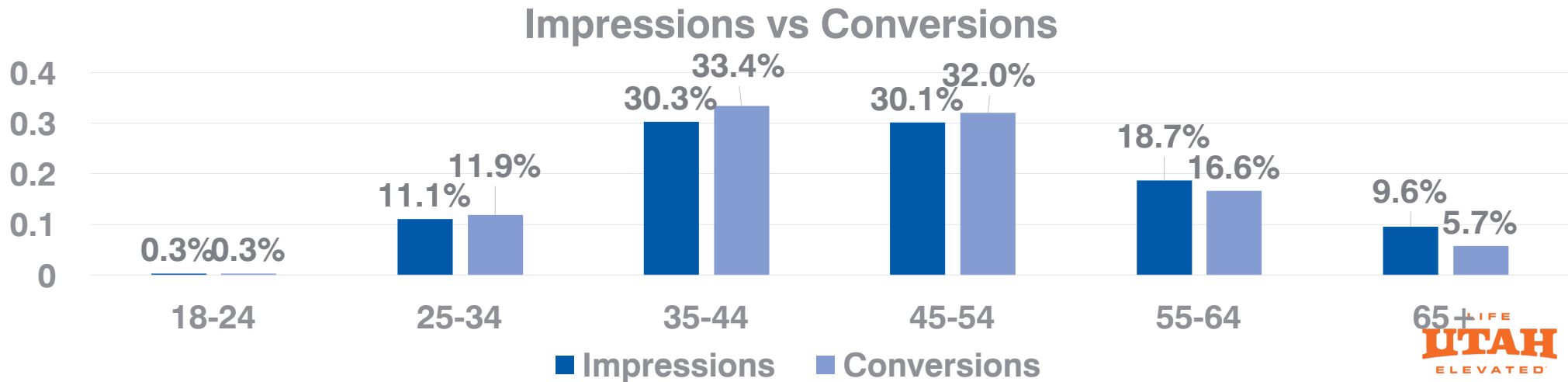


UTAH OFFICE OF TOURISM: MOUNTAIN TIME CAMPAIGN 2017/18

Digital Report for 9/1/18-11/7/18

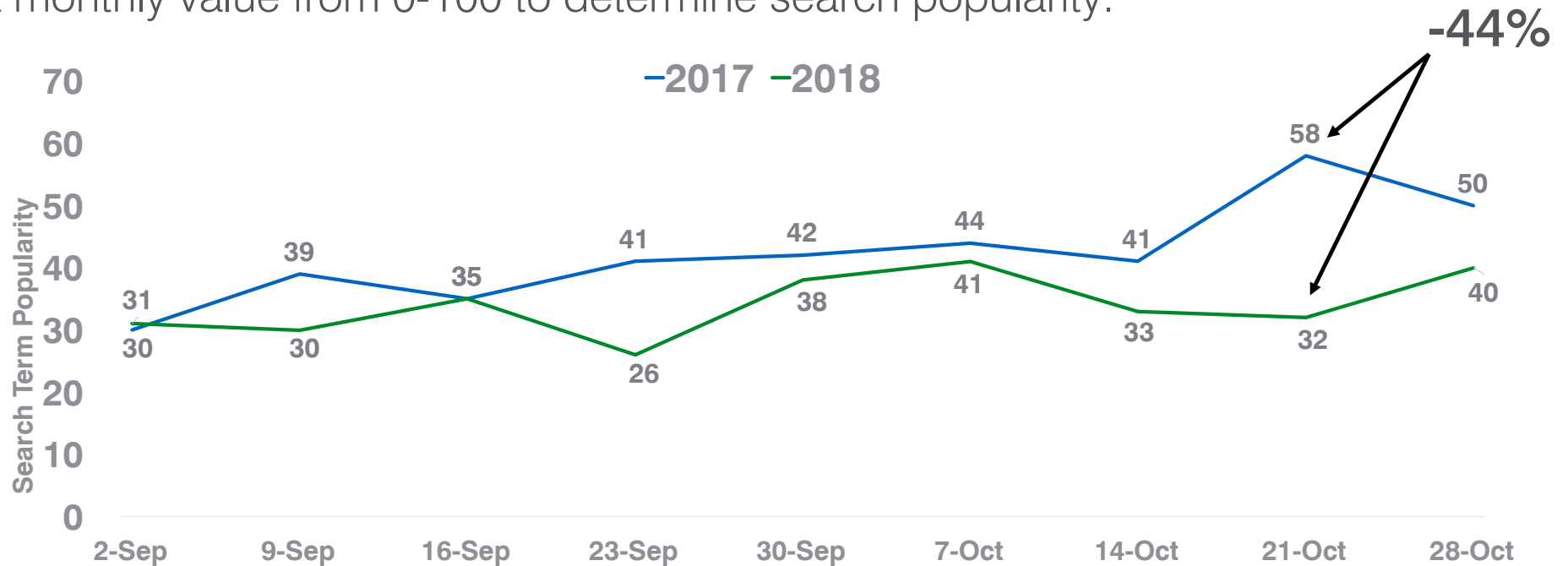
DIGITAL SUMMARY

- The Mountain Time campaign has generated a total of 9,208,064 impressions thus far.
- As the campaign has begun to pick up steam Adara (60.5%), Dstillery (23.2%), & Trip Advisor (8.0%) have registered the lion's share of post impressions.
- The campaign has garnered 70,476 post impressions for a rate of 0.77%. While this is a YOY decrease of 15.4%, the campaign has had fewer partners live compared to 2017.
- There have been 21,812 post impression activities on Visit Utah for a PIR of 0.24%.
- We have **stolen 479** hotel bookings from competitive ski destinations like Colorado, **Washington**, and **California**.
- The campaign has tracked **3,507** hotel bookings for a total revenue of **\$839k** to-date.



GOOGLE SEARCH TRENDS

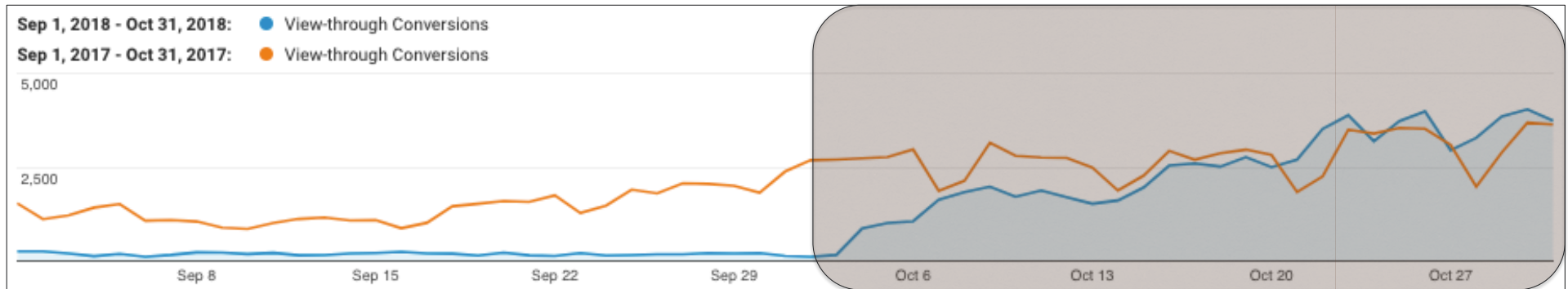
- Google Search Trends data for the term “ski vacations” nationally, which provides a monthly value from 0-100 to determine search popularity.



- As you can see, search volume is down across the board in 2018 compared to 2017 (-19.4% to be exact by the 0-100 scale) .

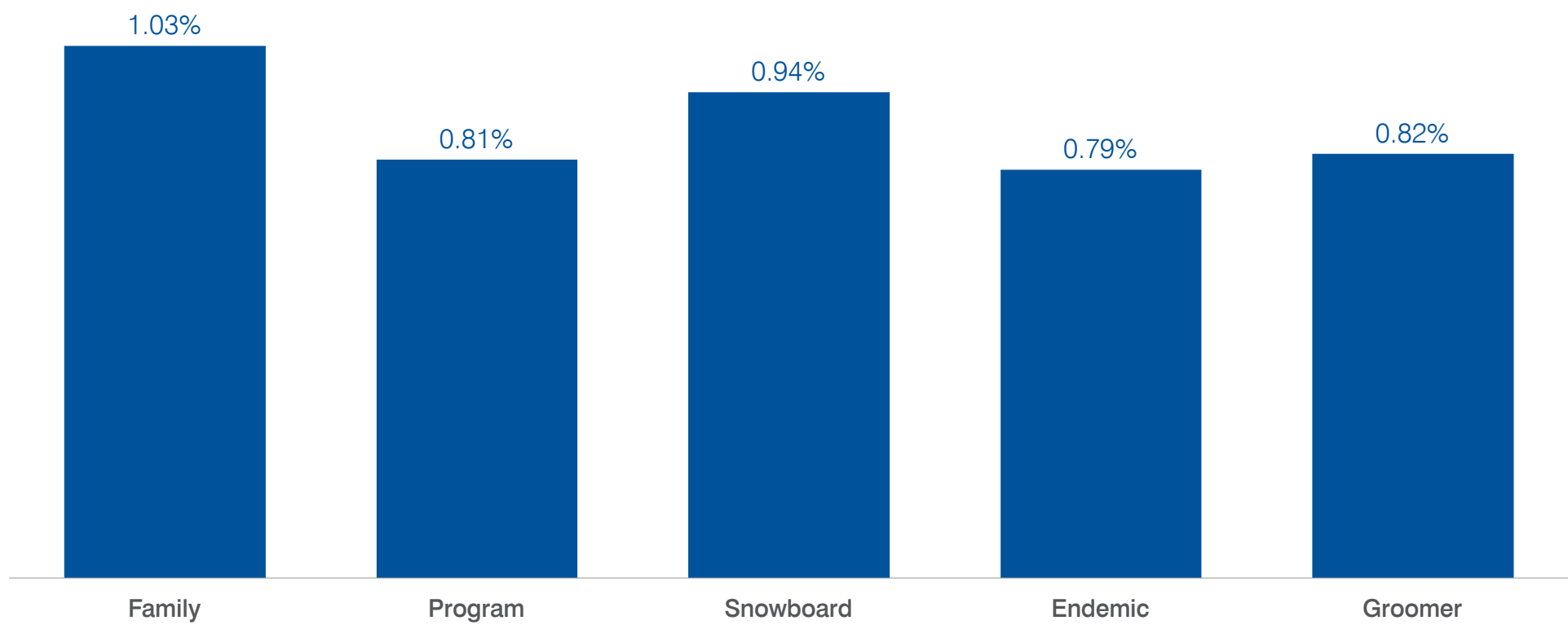
YEAR OVER YEAR PERFORMANCE

2017 VS. 2018 POST IMPRESSIONS



- Compared to 2017 impressions (-33.6%), post impressions (-39.7%), and post impression rate (-15.4%) are down.
 - This is partially due to the fact that last years campaign ramped up quicker than 2018, as demonstrated above.
- Total hotel bookings are down only 8% when compared to last year at this time.

POST IMPRESSION RATE BY CREATIVE



NATIVE PERFORMANCE – WHO IS ON TOP?

Ritual Chocolate

Mountain Lifestyle Calling

A 100-year-old craft chocolate method to make the perfect bar is right at home in Park City.

Late-afternoon sunrays shoot through the windows of Ritual Chocolate, located minutes from the base of Utah resort, [Park City Mountain](#).

The buzz and hum of a barista making a cappuccino and a frothy hot chocolate in the cafe stand in juxtaposition to the whirling machinery seen through a window into the adjoining chocolate factory. The smell of cacao beans roasting and the sight of a stream of chocolate pouring off the rolling mill make the experience of stepping through Ritual's doors sensuous and exciting.

Two customers chit-chat while they wait for drinks — one in ski pants, the other in road biking spandex. Both are finishing their day of recreating with a pitstop at Ritual.

...Hitting the slopes and warming up with a chocolaty beverage or a break from your bike ride to grab a hand-crafted bar. Oh, that mountain town life.



11.86% CTA Rate
11,195 Page Views

Ski Better Utah



Learn to Ski (and Ride) Better: Up Your Game for Utah's Downhill

You're [planning your Utah winter vacation](#), and have all the elements covered: travel, lodging, restaurant recommendations, ski school lessons [for the kids](#), [activity options](#) for non-ski time, [packing lists](#) and gear rental arrangements. But you may be omitting one important addition that ensures ski and snowboard vacation fun: instruction for the adults.

0.72% CTA Rate
1,710 Page Views

LIFE
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NATIVE PERFORMANCE – WHO IS ON TOP?

Ski City Downhill + Downtown

SKI CITY DOWNHILL + DOWNTOWN

2-4 DAYS

130 MILES

Cozy up in a lodge or stay downtown. Everything is close by.



VIEW MAP & TRAVEL TOOLS

Salt Lake City isn't your regular ski town. It's the only Ski City. With big city, world-class amenities galore and 10 different resorts within an hour of Salt Lake City International Airport, a trip to Ski City can satiate any skier's or snowboarder's bucket list, whether you come just for the weekend or add on some additional days.

- [Quick Guide: High Culture in the One and Only Ski City](#)
- [Quick Guide: Family-Friendly Options in Salt Lake City](#)

Why Ski City? Salt Lake City provides all the landmark establishments, high-rated dining and nightlife, mass transit, creative culture, urban edginess and local events you expect to find in a thriving metro area, with the convenience and affordability of a place that hasn't been discovered by the masses. Salt Lake's official elevation is 4,330 feet (1,320 meters) above sea level, giving it a mountain town quality without the overload of quietude.

Looking to the east, the foothills quickly give way to the airy 11,000+ foot peaks of the Wasatch Mountains, home to the world-renowned ski areas of **Alta**, **Snowbird**, **Brighton** and **Solitude**, just 30 minutes from downtown. And while each resort offers slopeside accommodations running the full spectrum of amenities and budget, you can also ski like a local and make the easy run back down the mountain for dinner, a drink, a concert, a show, a Utah Jazz game or whatever suits your mood.

While we've set you up for a weekend of skiing options, we've given you enough ideas to fill at least four days, whether or not you ski everyday and whether you choose to apply your skills at a single resort or try sampling all four. (For the latter choice, we recommend the [Ski City Super Pass](#).)

How to use this itinerary:

- Day 1, we've filed on overview of Salt Lake City's coffee, dining and drinks. In other words, the essentials.
- Days 2 and 3 offer up ideas for two days of skiing the backyard Wasatch Mountains that can easily expand to four or more.
- Day 4 rounds out the itinerary's options with a few more stories about the city's culture, urban vibe and events.

9.68% CTA Rate

0:50 Avg. Time on page

Utah's Easy Access

UTAH'S EASY ACCESS

10 resorts less than an hour from SLC airport

You can practically see the slopes from the tarmac at Salt Lake City International Airport. Unlike other ski destinations, once you've deplaned and grabbed your bags, you're less than an hour away from **The Greatest Snow on Earth®**. Less time in the car, more time on the mountain.

GETTING TO UTAH

Air travel

With 700 daily non-stop flights to/from more than **98 destinations into the Salt Lake** International Airport, skiing and snowboarding in Utah is not just fun — it's also easy. A quick cup of coffee and a morning flight to **Salt Lake City** gets you on the slopes by afternoon. Once you've landed, most of Utah's 14 spectacular resorts are ... well, right here. An abundance of ski resorts near Salt Lake City means you can be high up in the mountains in a matter of minutes. Stay anywhere along the vibrant Wasatch metro (Park City, Ogden and Provo) and you'll find a winter paradise in your own backyard.

Train travel

Try a scenic train ride to feed your need for adventure. Amtrak's California Zephyr passes through downtown Salt Lake City between San Francisco and Chicago. Furthermore, after you step off the platform, phone for a taxi or schedule an Uber or Lyft request and up the canyons you go.

Getting around Utah can also be easy and effortless.

1.39% CTA Rate

0:24 Avg. Time on page

LIFE
UTAH
ELEVATED™

NATIVE CONTENT TOP PERFORMERS

- The Ritual Chocolate piece has been the top performer thus far in the campaign.

Article	Impressions	CTR	Page Views	CTA Clicks	CTA Rate	Avg. Time on Content
Utah's Easy Access	355,082	0.66%	2,080	29	1.39%	0:24
Ritual Chocolate A	1,034,593	1.04%	11,195	1,328	11.86%	0:30
Ski Better Utah A	150,140	0.55%	693	5	0.72%	0:15
Ritual Chocolate B	183,118	0.62%	1,038	9	0.87%	0:36
Ski Better Utah B	297,188	0.69%	1,710	17	0.99%	0:17
Ski City Downhill + Downtown	28,410	0.34%	93	9	9.68%	0:50
TOTAL	2,048,531	0.84%	16,809	1,397	8.31%	0:28

Mountain Lifestyle Calling

A 100-year-old craft chocolate method to make the perfect bar is right at home in Park City.

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Yes, instruction for you. Even if you've been skiing or riding every season since you were a kid in ski school, there are benefits to hiring an instructor or joining a group when you're visiting a mountain or region that's new to you.

Your vacation days are limited. Why not make sure you get the most out of your time on the mountain, so you can both have fun and increase your skill level?

SKI CITY DOWNHILL + DOWNTOWN

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**KEEP
CALM
AND
PRAY FOR
SNOW**

